



**CALGARY**

*City of the Foothills*

**AND**

**CFAC**

*The Station that's tuned  
to you*

**SOUVENIR** *Picture Album*

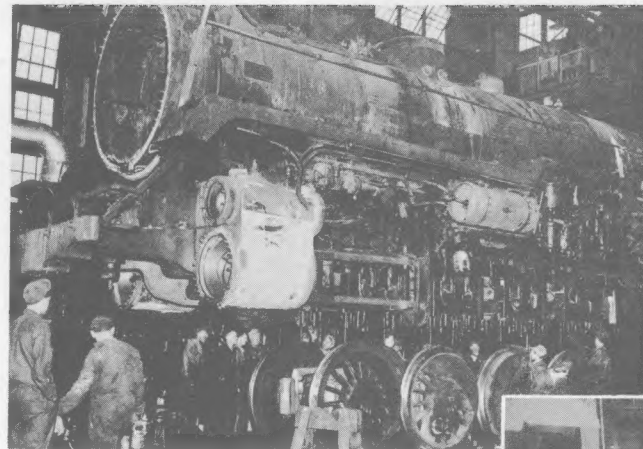
**PEOPLE AND ACTIVITIES IN THE AREA AND BEHIND THE SCENES**



This PICTURE ALBUM has been presented to you  
with

Compliments of  
TIVOLI TAXI

2006 - 4th STREET WEST  
909 - 17th AVENUE WEST  
2605 - 17th AVENUE WEST  
CALGARY ALBERTA  
PHONE  
27373 45444 29096  
24 HOUR SERVICE



*Ogden Shops*

*Calgary Brewing & Malting Co. Ltd.*



*8th Avenue at 1st St. West*



*Consolidated Mining & Smelting Co's. Nitrogen Plant*

Downtown Calgary is the main, but only  
one of many shopping centres Calgary has to  
offer. CFAC acts as the communication  
medium spreading the merchants' messages.

**CALGARIANS...** *Manufacturers and Merchandisers*

# PARTNERS IN PROGRESS... *since 1922*



"It is with no small degree of pleasure and pride that we at CFAC join with the various Calgary and southern Alberta business firms to make this album . . . a concrete record of partnership in progress . . . possible.

"We believe very firmly that our major task, as your favorite radio station, is to reflect for you every possible aspect of the life of our community, and it is gratifying for us to review our efforts in this regard over the past thirty years . . . more than a quarter of a century of growth and development in this district, and in which we feel we have played some small part.

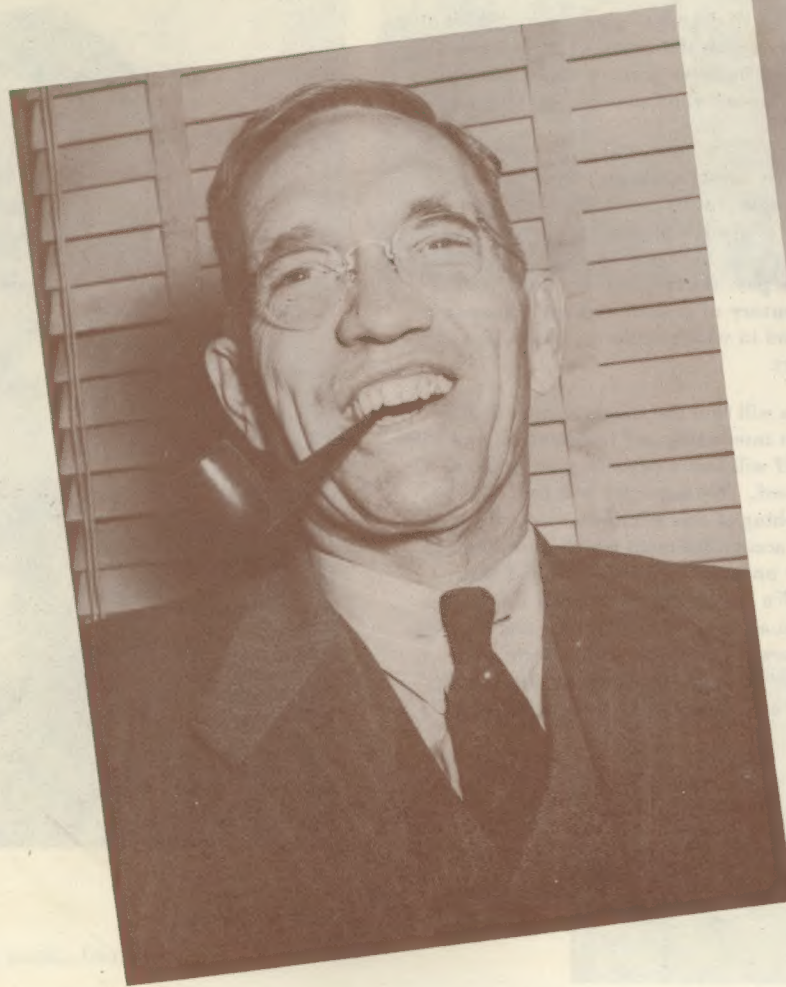
"We think you will find the ensuing pages of this souvenir album interesting and informative, and that the album itself will find a place in your home as a permanent record. We hope you will feel, with us, that the publishing of this album portrays the spirit of cooperative accomplishment which characterizes the day to day undertakings of CFAC and this community. We assure you, that while this album is no more than a record of the present and the past, that we look forward earnestly and eagerly to a future of further service . . . of further partnership in the progress of Calgary and southern Alberta."



A. M. CAIRNS,  
*Station Manager*



CALGARIANS... *Civic Officials*



Commissioner — V. A. NEWHALL



Mayor — D. H. MacKAY





*Eaton's "Good Deed Club"*



*Chapel Chimes*



*Sgt. Moffat*



*Bruce Bistowe and his Hotel Palliser Orchestra*



*Uncle Allan of the "Children's Corner"*

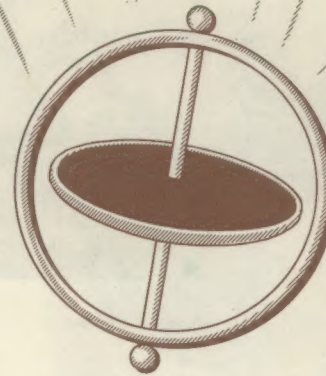
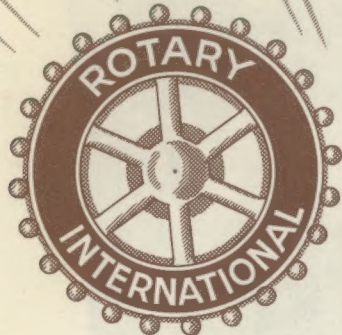


*Shirley Shea,  
the Sleepytime Gal*

## *Air Features and Personalities*



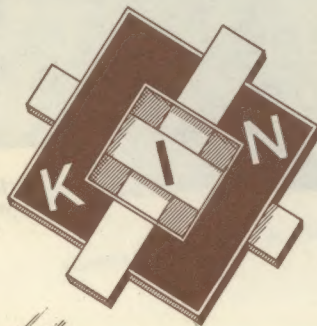
# CALGARIANS... *Active in Public Services*



All worthy public endeavors get the earnest support of Calgary's Service clubs.



CFAC Personnel hold working memberships in the Major Clubs and lend active support to all community projects . . .







A. M. CAIRNS  
Station Manager



A. R. MACKENZIE  
Advertising Sales Manager



D. J. MACMILLAN  
Program Manager



E. C. CONNOR  
Chief Engineer



E. L. HEYWOOD  
News Chief



BILL PAULIN, Traffic Supervisor



LILLIAN REID, RUTH SCOTT  
Secretaries



ALVA BROWN, JACK INNIS  
Accounting

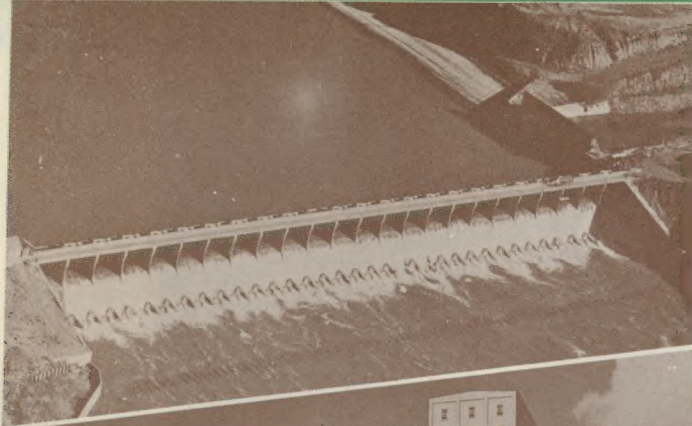


A. D. PETERSEN  
Office Manager  
and Chief Accountant

CFAC... Behind the Scenes



# Farmers and Ranchers



Calgary stockyards handle more cattle each year than any other Canadian City except Winnipeg and Toronto.

The Dam near Bassano is part of the largest irrigation enterprise in America of which Calgary is the administrative headquarters. Elevators near Calgary provide storage facilities for 4,600,000 bushels of grain.

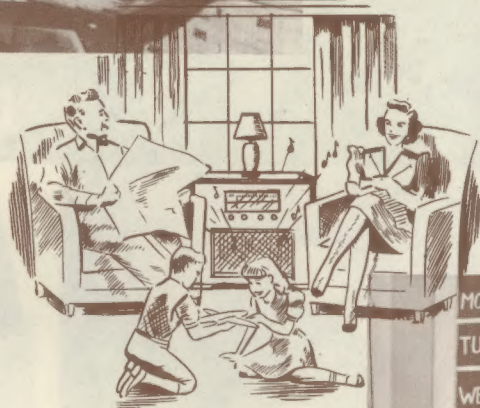




## LISTENING HABITS

### SHAPE THE SCHEDULE

... Independent surveys made monthly by trained  
interviewers record data on listener preferences for use in  
program planning.



*Program Manager, DON MACMILLAN with  
Production Assistants BOB CHARMAN and  
DON McDERMID*

## PROGRAM CRAFTSMEN PLAN THE FEATURES

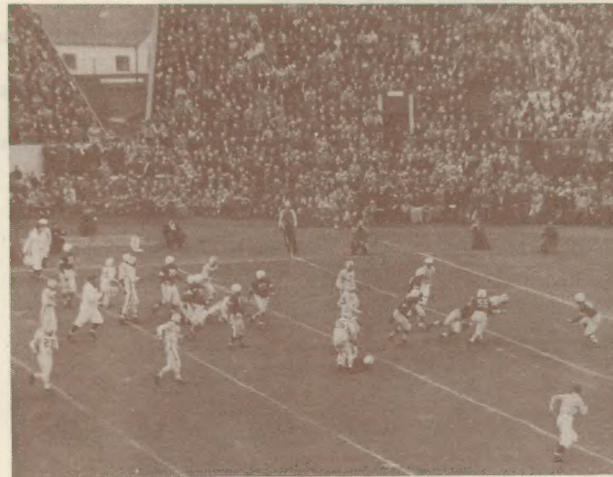
... Local programming professionals capitalize on the products  
of the best brains in the business, through CFAC's coast to  
coast connections and international affiliations.





# Sportsmen and Warriors

... Fans don't always need a winning team as long as they've got one to cheer for.



... Many of Calgary's native sons serve their country in far-away places.

... CFAC records the major local sporting events and ships the discs for playing to our troops in Korea.





**HOWARD GUERIN** — *Transmitter Supervisor  
and CFAC's Transmitter Building*



**LAIRD SHAVER** — *With CFAC's Mobile  
Transmitter "CJY-26"*



**STEVE GUERIN and KEN BARDWELL,**  
*Transmitter Operators*

**MAC BELL** — *Recording Engineer*

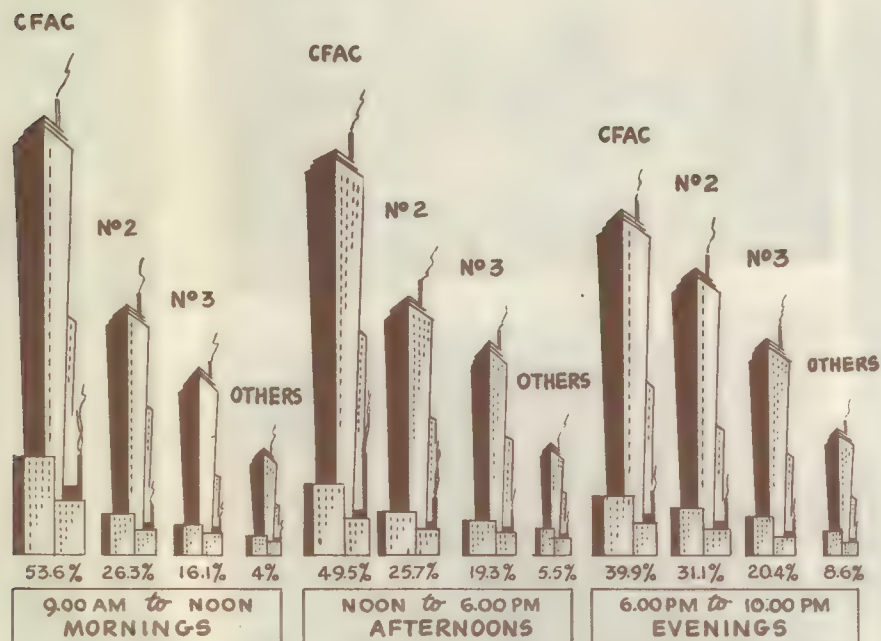


**STAN GILBERT** — *Studio Engineer*



# CALGARIANS... *How They Listen*

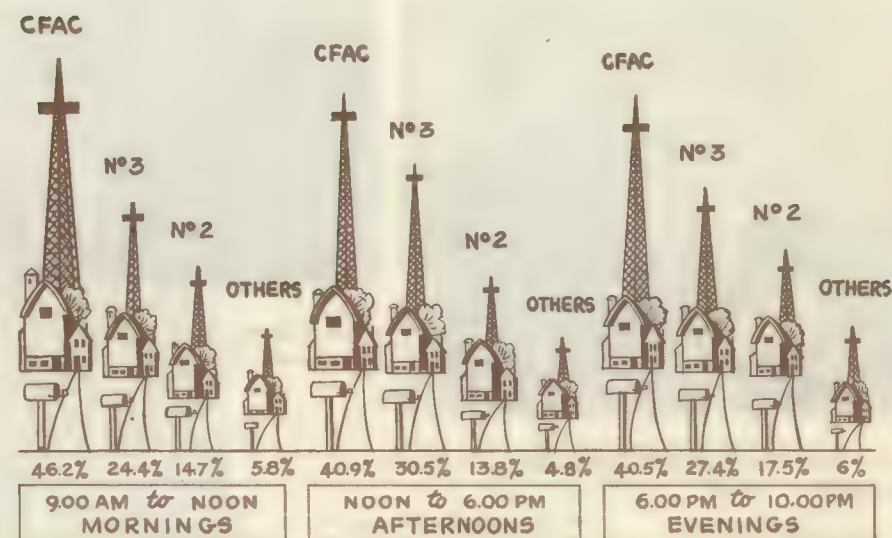
## *City....*



**AVERAGE SHARE OF AUDIENCE  
JULY TO DECEMBER 1950**

SOURCE - ELLIOTT - HAYNES MARKETING RESEARCH JAN.51

## *Country....* (100 MILE RADIUS)







(L-R) *Allan Barker; Bev Mannix; Don Hartford, Assistant Sales Manager; Lillian Reid; Clayton Hawkins*

## ADVERTISING COUNSEL

... Businessmen get fresh current thinking on advertising problems through CFAC's own trained advertising advisors.



*Mabel Laine*



*Ruth Johnson*

## ADVERTISING WRITING

... The contacting of advertisers, generating of ideas, and preparing of informative advertising messages are the varied roles of advertising writers.



*Dave Penn*



*Margaret Walsh, Advertising Editor*

**CFAC** ... *Advertising Services*



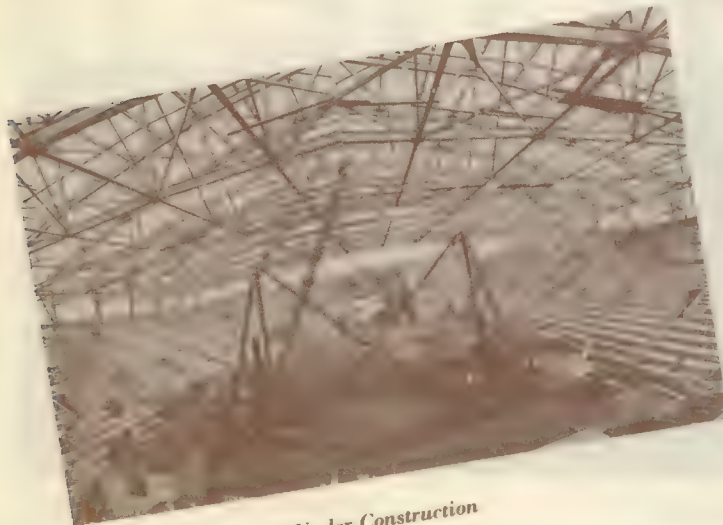
# CALGARIANS... *Builders for the Future*



*Residential Construction*



*The New Barron Building*



*Calgary's New Arena Under Construction*



*Calgary's General Hospital*

... A multitude of new homes, business premises, and community projects testify to the community's continuing growth.



## CFAC... *Special Services*



... Handling thousands of inquiries on a myriad of subjects are receptionists: (L) **BETTIE ARREDOFF**, (R) **JUNE BROWN**

... Cooperating with listeners and advertisers on specialized projects are: (L) Merchandising Director, **R. J. TREGILLUS** and (R) Assistant **MABEL ABERCROMBIE**





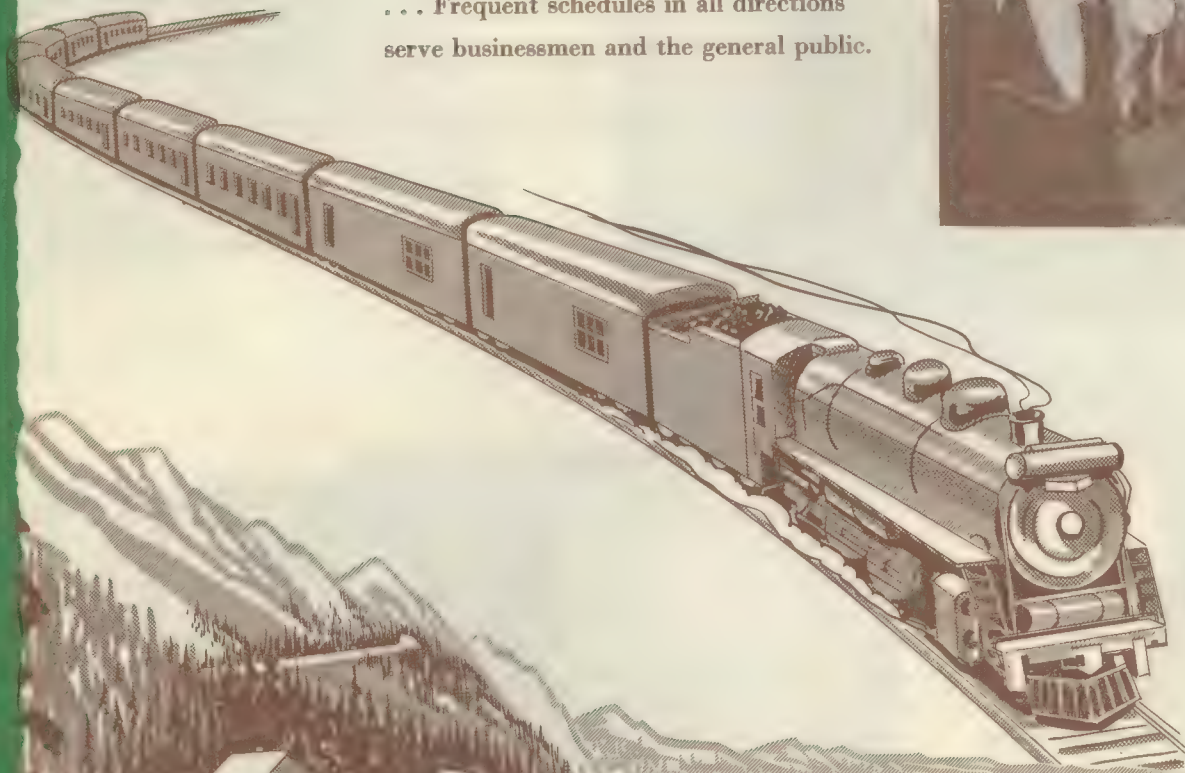
## AIR TRAVEL

... More people board TCA at Calgary  
than at any other point in Western Canada



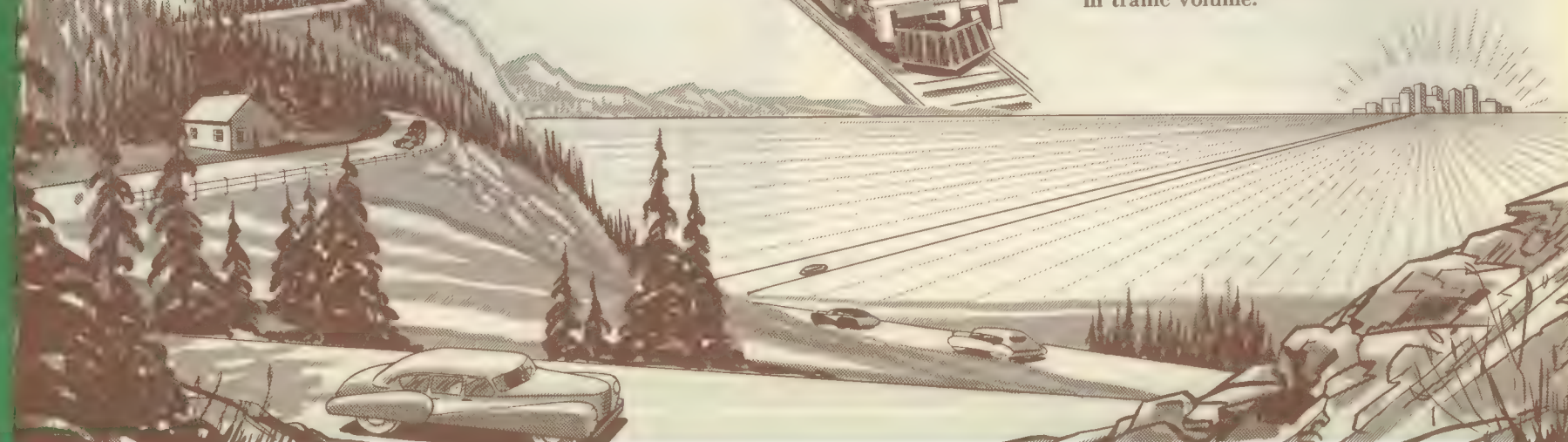
## RAILWAY TRAVEL

... Frequent schedules in all directions  
serve businessmen and the general public.



## HIGHWAY TRAVEL

... Better roads make for steady increase  
in traffic volume.

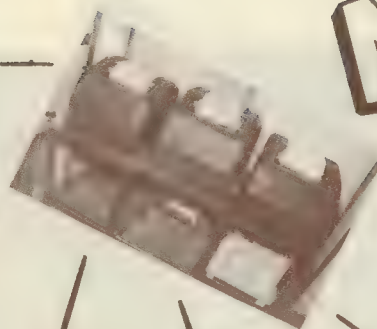






Larry Heywood, News Chief

# NEWS



... Over 200,000 words a day from three world-wide wire services and a crew of local reporters and correspondents.

... Edited, interpreted and presented for listeners throughout the day by Newsmen:



Jim Butler



Don Fox



Bill Hustler



Brian O'Brien



Hugh Ingraham

CFAC... First with the News



# CALGARY STAMPEDE



... Worlds largest outdoor show

... Six thrill-filled days for half a million visitors.





JOHN MACKIN



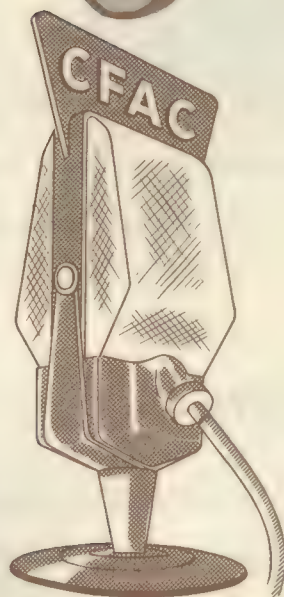
DON McDERMID



JOE MARKS



'CEC' PALMER



DAN WOOD



CLARENCE MACK



BOB CHARMAN



DOUG SHORT

## *Popular Program Announcers*

CFAC...



# CALGARIANS... *Patrons of Culture*



## RELIGION

In the Calgary District there are more than 127 churches and places of worship which include the largest number of miscellaneous faiths of any Canadian city of comparable size.

## FINE ARTS

... Allied Arts centre in the Coste House is focal point for Public Exhibits of Art, Music, Drama, Writing and Handicrafts.



## EDUCATION

... Continuing modernization of school facilities keeps pace with home building in new districts.







*Librarian, Brenda Cardwell in charge of  
CFAC's 32,000 selections*

## CFAC...MUSIC IN PROGRAMMING



*Arthur Fiedler*

*Ray McKinley*



*Mindy Carson*



*Dick Haymes*



*Wayne King*



# CFAC... Nationally-known Radio Stars



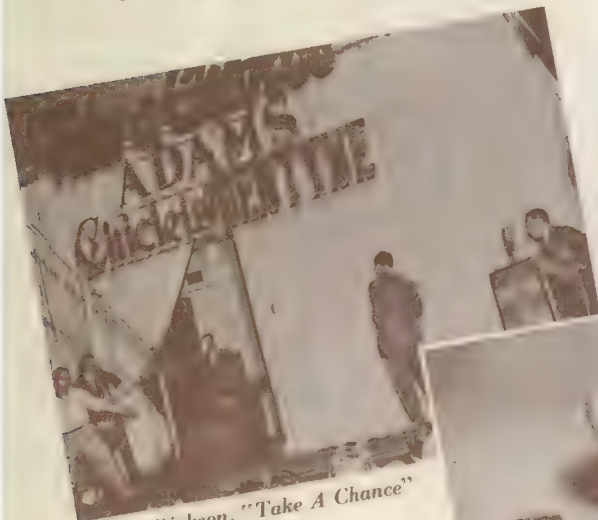
"Mart Kenney"



Giselle, "Let's Start an Argument"



Bernard Johnson, "Robinhood Musical Kitchen"



Roy Ward Dickson, "Take A Chance"



Stan Francis, "Share the Wealth"



"Wayne and Shuster"



"Happy Gang"





"Breakfast Club"



J. Carol Naish, "Life with Luigi"



"Lonesome Gal"



Walter O'keefe, "Double or Nothing"



"Boston Blackie"



Lucille Ball, "My Favorite Husband"



"Cisco Kid"

CFAC... *Star-Studded Feature Shows*



# Pioneers of Plenty



**Calgary is Head  
Office for 54 Major  
Oil Companies.**

Power is near at hand — new developments keep pace with Industrial Progress.

**Four Local Refineries can handle 15,600 barrels of oil per day.**







Deborah Kerr "Lux Radio Theatre"



Lew Ayres, "Dr. Kildare"



Ronald Coleman  
"Favorite Stories"



Mark Trail



Clyde Beatty



Bogart & Bacall, "Bold Venture"



Arthur Godfrey



Gracie Fields

*Nationally Known Personalities*



# CALGARIANS... *Healthy and Hospitable*

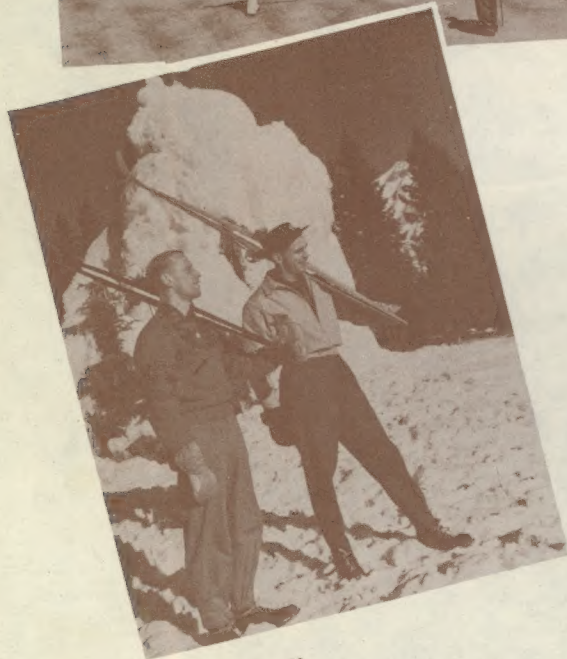
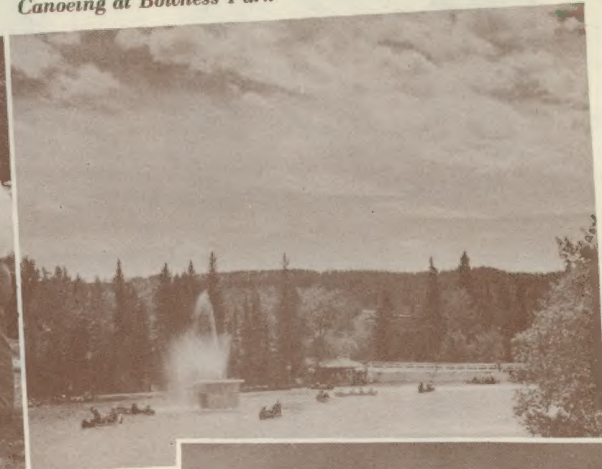
*Golfing at the Country Club*



*Picnicking at St. George's Island*



*Canoeing at Bowness Park*



*Skiing at Banff*

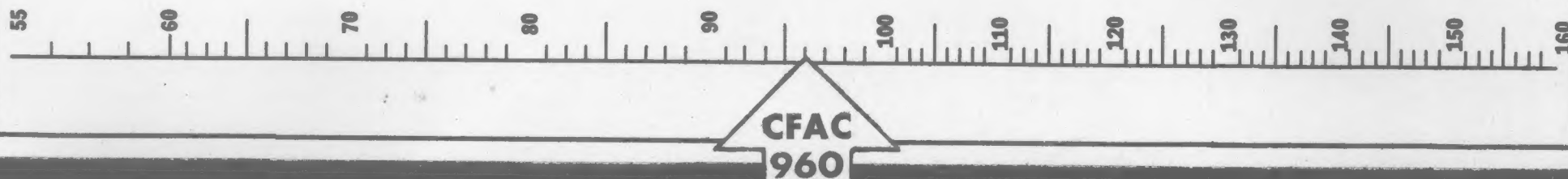
... Numerous attractions for health and recreation  
in the neighborhood and right nearby, make  
the tourist trade a major industry.



*Trail Riding in the Foothills*

*Having Fun at the Municipal  
Swimming Pool*





### THE WHOLE FAMILY

THE BREAKFAST CLUB . . . . .	Daily	7:15 A.M.
TOAST AND MARMALADE . . .	Daily	8:15 A.M.
CHURCH SERVICE . . . . .	Sunday	11:00 A.M.
NOON NEWSCAST . . . . .	Daily	12:30 Noon
FAMILY THEATRE . . . . .	Sunday	1:00 P.M.
CONCERT HALL OF THE AIR . . .	Sunday	2:00 P.M.
MUSICAL TELEQUIZ . . . . .	Sunday	6:30 P.M.
GRACIE FIELDS SHOW . . . . .	Sunday	7:30 P.M.
LUX RADIO THEATRE . . . . .	Monday	7:00 P.M.
LIFE WITH LUIGI . . . . .	Tuesday	7:00 P.M.
THE HARDY FAMILY . . . . .	Monday	9:00 P.M.
FATHER KNOWS BEST . . . . .	Monday	9:30 P.M.
CANADIAN CAVALCADE . . . . .	Tuesday	7:30 P.M.
TAKE A CHANCE . . . . .	Monday	8:30 P.M.
FUN PARADE . . . . .	Thursday	8:30 P.M.
M.G.M. THEATRE OF THE AIR . . .	Thursday	9:00 P.M.
WAYNE AND SHUSTER . . . . .	Thursday	7:30 P.M.
FAVORITE STORIES . . . . .	Wed.	9:30 P.M.

### HOMEMAKERS

ROAD OF LIFE . . . . .	Daily	9:00 A.M.
BIG SISTER . . . . .	Daily	9:15 A.M.
H. B. CO. SHOPPING HOSTESS . . . . .	Daily	10:45 A.M.
LAURA LTD. . . . .	Daily	9:45 A.M.
AUNT LUCY'S STORIES . . . . .	Daily	10:15 A.M.
THE HAPPY GANG . . . . .	Daily	11:15 A.M.
MUSICAL KITCHEN . . . . .	Daily	11:45 A.M.
LIFE CAN BE BEAUTIFUL . . . . .	Daily	1:00 P.M.
MA PERKINS . . . . .	Daily	1:15 P.M.
PEPPER YOUNG'S FAMILY . . . . .	Daily	1:30 P.M.
RIGHT TO HAPPINESS . . . . .	Daily	1:45 P.M.
DOUBLE OR NOTHING . . . . .	Daily	2:00 P.M.
MONARCH MONEYMAN . . . . .	Daily	2:45 P.M.
FOUR OUT OF FIVE . . . . .	Daily	3:00 P.M.
TEA TIME WITH THE STARS . . . . .	Daily	3:30 P.M.
HOMEMAKER HARMONIES . . . . .	Daily	4:15 P.M.

### MEN

NEWS AND WEATHER REPORT . . . . .	Daily	6:00 P.M.
WESTERN HOCKEY PARADE . . . . .	Friday	7:30 P.M.
SPORTS ROUND-UP . . . . .	Daily	7:45 A.M.
SPORTCYCLE . . . . .	Daily	12:20 Noon
MARKET REPORT . . . . .	Daily	12:45 Noon
OIL REPORT . . . . .	Daily	12:50 Noon
IMPERIAL "ESSO" HOCKEY . . . . .	Saturday	7:05 P.M.
BOSTON BLACKIE . . . . .	Tuesday	9:00 P.M.
BOLD VENTURE . . . . .	Tuesday	8:30 P.M.
MYSTERY THEATRE . . . . .	Tuesday	9:30 P.M.
CORINNE JORDAN . . . . .	Sunday	9:45 P.M.
REPORT FROM PARLIAMENT . . . . .	Sunday	10:45 P.M.
TEN O'CLOCK NEWS . . . . .	Daily	10:00 P.M.
LONESOME GAL . . . . .	Daily	10:15 P.M.
BURGESS SPORT BRIEFS . . . . .	Daily	11:10 P.M.

### YOUNGER SET

CHILDREN'S CORNER . . . . .	Sunday	10:00 A.M.
GOOD DEED CLUB . . . . .	Saturday	9:45 A.M.
SATTEEN SESSION . . . . .	Saturday	11:15 A.M.
STORY HOUR . . . . .	Saturday	10:15 A.M.
MARK TRAIL . . . . .	M W F	5:00 P.M.
CLYDE BEATTY SHOW . . . . .	M W F	5:00 P.M.
CISCO KID . . . . .	Wed.	7:30 P.M.
THE GREEN HORNET . . . . .	Wed.	7:00 P.M.

#### CREDIT LINES

Photography:  
LORNE BURKELL  
Calgary Daily Herald

Product of:  
AIR ADS INC.  
Peoria, Ill. - Calgary, Alta.

PROGRAMS SUBJECT TO CHANGE DURING SUMMER MONTHS

Lithographed in Canada

THE CANADA LITHOGRAPHING COMPANY LIMITED

CFAC... Recommended Listening



# GOOD NEIGHBOURS



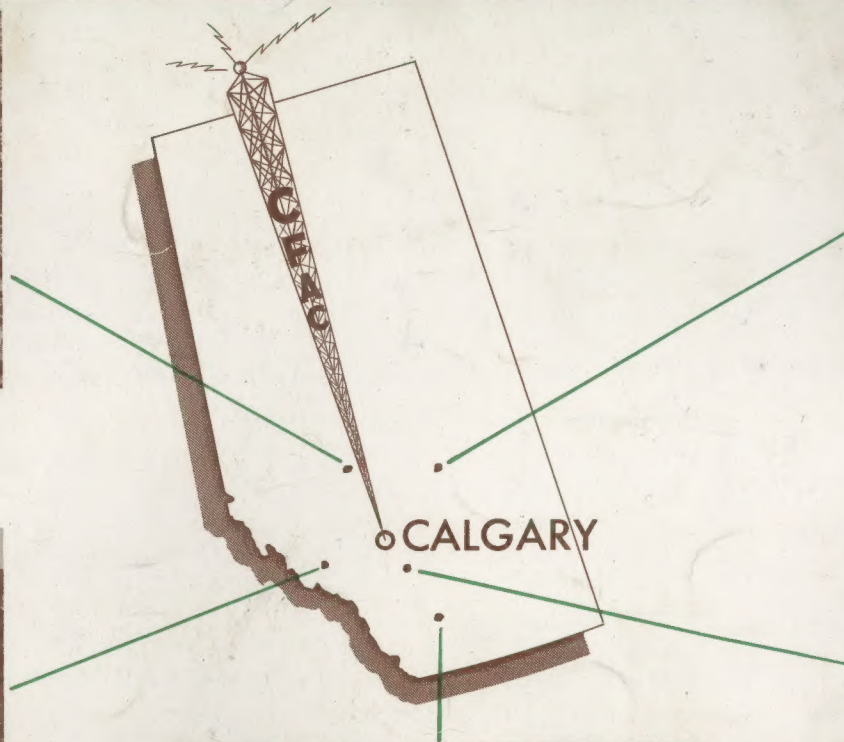
*Red Deer*



*Drumheller*



*Banff*



*MacLeod*



*High River*